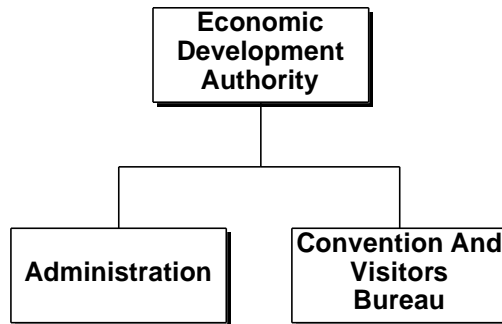


ECONOMIC DEVELOPMENT AUTHORITY



Agency Position Summary

33 Exempt Positions / 33.0 Exempt Staff Years

Position Detail Information

ADMINISTRATION

1 Director E
1 Assistant Director E
3 Assistant Planning Directors E
3 Project Coordinators E
12 Planners III E
1 Planner II E
2 Planners I E
1 Information Officer III E
1 Management Analyst II E
2 Administrative Aides E
1 Administrative Assistant E
3 Secretaries II E
1 Computer Systems Analyst II E
32 Positions
32.0 Staff Years

CONVENTION & VISITORS BUREAU

1 Planner III E
1 Position
1.0 Staff Year

E Denotes Exempt Positions

ECONOMIC DEVELOPMENT AUTHORITY

AGENCY MISSION

To encourage and facilitate business and capital attraction, retention and development in Fairfax County; to promote the County's cultural, historical, and recreational attractions to business travelers; and to attract business meetings, conferences, and seminars to the County's meeting facilities in order to expand the County's nonresidential tax base.

AGENCY SUMMARY

| Category | FY 1999 Actual | FY 2000 Adopted Budget Plan | FY 2000 Revised Budget Plan | FY 2001 Advertised Budget Plan | FY 2001 Adopted Budget Plan |
|----------------------------------|--------------------|-----------------------------------|-----------------------------------|--------------------------------------|-----------------------------------|
| Authorized Positions/Staff Years | | | | | |
| Exempt | 33/ 33 | 33/ 33 | 33/ 33 | 33/ 33 | 33/ 33 |
| Expenditures: | | | | | |
| Personnel Services | \$1,474,826 | \$1,705,371 | \$1,760,759 | \$1,849,719 | \$1,895,963 |
| Operating Expenses | 4,960,269 | 3,598,688 | 4,773,003 | 4,817,367 | 4,817,367 |
| Capital Equipment | 0 | 0 | 0 | 0 | 0 |
| Total Expenditures | \$6,435,095 | \$5,304,059 | \$6,533,762 | \$6,667,086 | \$6,713,330 |

SUMMARY BY COST CENTER

| Category | FY 1999 Actual | FY 2000 Adopted Budget Plan | FY 2000 Revised Budget Plan | FY 2001 Advertised Budget Plan | FY 2001 Adopted Budget Plan |
|---------------------------------|--------------------|-----------------------------------|-----------------------------------|--------------------------------------|-----------------------------------|
| Administration | \$6,148,872 | \$4,896,055 | \$6,105,758 | \$6,238,410 | \$6,282,002 |
| Convention & Visitors Bureau | 286,223 | 408,004 | 428,004 | 428,676 | 431,328 |
| Total Expenditures | \$6,435,095 | \$5,304,059 | \$6,533,762 | \$6,667,086 | \$6,713,330 |

Board of Supervisors' Adjustments

The following funding adjustments reflect all changes to the FY 2001 Advertised Budget Plan, as approved by the Board of Supervisors on April 24, 2000:

- The 2.5 percent cost-of-living/market rate adjustment approved by the Board of Supervisors, and previously held in reserve, has been spread to County agencies and funds. This action results in an increase of \$46,244 to the Economic Development Authority.

ECONOMIC DEVELOPMENT AUTHORITY

County Executive Proposed FY 2001 Advertised Budget Plan



Agency Overview

In FY 2001, the Fairfax County Economic Development Authority (FCEDA) will continue to promote Fairfax County as a desirable place for businesses to locate, and/or invest, as well as promote further expansion of existing business operations, meetings, conferences and seminars. The primary mission in FY 2001 will be to aggressively attract new businesses to Fairfax County and to encourage retention and growth of local businesses including minority-owned and women-owned businesses. In addition, the FCEDA will focus on enhancing its role in the revitalization of the County's older commercial areas.

In order to accomplish its mission, the Authority will pursue advertising strategies, building upon past campaigns, enhance the image of Fairfax County as a primary business location, and increase awareness of, and familiarity with, Fairfax County among site location decision-makers, business executives and capital sources domestically and worldwide. This will be accomplished through an aggressive, comprehensive, and coordinated marketing program that includes a preeminent economic development advertising campaign, domestic and international marketing, travel, public relations support, and research and publications support. The FY 2001 budget emphasizes taking maximum advantage of global relationships established with international markets as a result of the 1998 World Congress on Information Technology held in Fairfax. In FY 2001, the advertising program, as in prior years, will be focused on new business attraction in national and international markets via print, radio and television.

An amount of \$125,000 is included to fund the FY 2001 contribution to the Greater Washington Initiative, which markets and advertises the Greater Washington area as a premier international business location. The FCEDA along with other public and private investors makes annual contributions to assist with the Greater Washington Initiative's expenses. The FY 2001 contribution represents an increase of \$20,000 from \$105,000 approved as part of the FY 2000 Adopted Budget Plan to \$125,000 for FY 2001.

Additionally, funding of \$200,242 is included in FY 2001 for the South County Business Resource Center, which is operated by the South Fairfax Regional Business Partnership, Inc. (SFRBP). This organization provides high quality, comprehensive assistance to start-up and expanding small and minority and women-owned enterprises in the historic Richmond Highway and a micro-enterprise loan pool County-wide. This level of funding supports 60 percent of the total expenditures for the SFRBP.



Funding Adjustments

The following funding adjustments from the FY 2000 Revised Budget Plan are necessary to support the FY 2001 programs:

- An increase of \$66,947 due to the implementation of the Pay for Performance program in FY 2001. The new system links annual pay increases to employee performance.
- An increase of \$41,694 due to the implementation of the Market Pay Study. As a result of the Study, incumbents in job classes that are found to be one grade below the market will be moved to the appropriate grade and receive a 2.0 percent market adjustment. Incumbents in classes found to be two or more grades below the market will be moved to the appropriate grade and receive a 4.0 percent market adjustment. In addition, funding is held in reserve to provide all employees with a 2.5 percent cost-of-living/market adjustment.
- An increase of \$35,707 based on the current grade of existing employees.
- A decrease of \$11,024 for Information Technology and Document Services charges based on the agency's historic usage.

ECONOMIC DEVELOPMENT AUTHORITY

The following funding adjustments reflect all approved changes to the FY 2000 Revised Budget Plan since passage of the FY 2000 Adopted Budget Plan. Included are all adjustments made as part of the FY 1999 Carryover Review and all other approved changes through December 31, 1999:

- As part of the FY 1999 Carryover Review, the Board of Supervisors approved encumbered carryover of \$29 and an amount of \$1,229,674 in unencumbered carryover to support marketing and advertising initiatives promoting Fairfax County Economic Development Authority as approved by the Board of Supervisors in the FY 2000 Adopted Budget Plan.

Cost Center: Administration

GOAL: To foster and promote the governmental, social, educational and environmental infrastructure in order to make Fairfax County a world-class, 21st Century business center and the global capital of the Knowledge Industry.

| COST CENTER SUMMARY | | | | | |
|----------------------------------|--------------------|-----------------------------------|-----------------------------------|--------------------------------------|-----------------------------------|
| Category | FY 1999 Actual | FY 2000 Adopted Budget Plan | FY 2000 Revised Budget Plan | FY 2001 Advertised Budget Plan | FY 2001 Adopted Budget Plan |
| Authorized Positions/Staff Years | | | | | |
| Exempt | 32/ 32 | 32/ 32 | 32/ 32 | 32/ 32 | 32/ 32 |
| Expenditures: | | | | | |
| Personnel Services | \$1,376,777 | \$1,602,155 | \$1,657,543 | \$1,743,680 | \$1,787,272 |
| Operating Expenses | 4,772,095 | 3,293,900 | 4,448,215 | 4,494,730 | 4,494,730 |
| Capital Equipment | 0 | 0 | 0 | 0 | 0 |
| Total Expenditures | \$6,148,872 | \$4,896,055 | \$6,105,758 | \$6,238,410 | \$6,282,002 |



Objectives

- To increase the number of businesses announcing location to Fairfax County by 4.0 percent, from 125 in FY 2000 to 130 in FY 2001 in order to increase the number of new jobs created by 1.0 percent from 11,000 new jobs in FY 2000 to 11,100 new jobs in FY 2001.
- To increase the number of new business prospects by 6.7 percent, from 375 in FY 2000 to 400 in FY 2001, in order to increase the amount of venture capital attracted by 9.4 percent, from \$64 million in FY 2000 to \$70 million in FY 2001.

ECONOMIC DEVELOPMENT AUTHORITY



Performance Indicators

| Indicator | Prior Year Actuals | | | Current Estimate | Future Estimate |
|---|--------------------|----------------|-------------------------|------------------|-----------------|
| | FY 1997 Actual | FY 1998 Actual | FY 1999 Estimate/Actual | FY 2000 | FY 2001 |
| Output: | | | | | |
| Business announcements | 135 | 123 | 120 / 115 | 125 | 130 |
| Jobs created | 12,373 | 11,558 | 10,000 / 10,068 | 11,000 | 11,100 |
| New prospects | 334 | 390 | 350 / 360 | 375 | 400 |
| Venture Capital attracted (in millions) | \$10 | NA | \$50 / \$50 | \$64 | \$70 |
| Efficiency: | | | | | |
| Cost per new announcement | \$30,247 | \$52,186 | \$50,616 / \$53,468 | \$38,690 | \$48,354 |
| Outcome: | | | | | |
| Percent change in business prospects | (8.9%) | (8.9%) | (2.4%) / 6.5% | 8.7% | 4.0% |
| Percent change in jobs created | 33.7% | (6.6%) | (13.5%) / 12.9% | 9.3% | 1.0% |
| Percent change in number of new prospects | 42.7% | 16.8% | (10.3 %) / 7.7% | 4.2% | 6.7% |
| Percent change in Venture Capital attracted | NA | NA | NA / NA | 28.0% | 9.4% |

Cost Center: Convention and Visitors Bureau

GOAL: To continue serving as the central point for Fairfax County on travel and tourism efforts for promoting Fairfax County as a destination for business meetings and conferences, as well as promoting local Fairfax County attractions.

| COST CENTER SUMMARY | | | | | |
|----------------------------------|------------------|-----------------------------|-----------------------------|--------------------------------|-----------------------------|
| Category | FY 1999 Actual | FY 2000 Adopted Budget Plan | FY 2000 Revised Budget Plan | FY 2001 Advertised Budget Plan | FY 2001 Adopted Budget Plan |
| Authorized Positions/Staff Years | | | | | |
| Exempt | 1/ 1 | 1/ 1 | 1/ 1 | 1/ 1 | 1/ 1 |
| Expenditures: | | | | | |
| Personnel Services | \$98,049 | \$103,216 | \$103,216 | \$106,039 | \$108,691 |
| Operating Expenses | 188,174 | 304,788 | 324,788 | 322,637 | 322,637 |
| Capital Equipment | 0 | 0 | 0 | 0 | 0 |
| Total Expenditures | \$286,223 | \$408,004 | \$428,004 | \$428,676 | \$431,328 |

ECONOMIC DEVELOPMENT AUTHORITY



Objectives

- To increase the number of room-nights from meeting leads by 10.0 percent, from 61,576 in FY 2000 to 67,733 in FY 2001, in order to increase sales receipts from the hospitality industry by 4.5 percent or \$1 million, from \$23 million in FY 2000 to \$24 million in FY 2001.
- To increase the business meetings attracted by 10.0 percent, from 62 in FY 2000 to 68 in FY 2001.
- To increase referrals to Fairfax County businesses from the Visitors' Center by 7.0 percent, from 60,000 in FY 2000 to 64,000 in FY 2001.



Performance Indicators

| Indicator | Prior Year Actuals | | | Current Estimate | Future Estimate |
|---|--------------------|----------------|-------------------------|------------------|-----------------|
| | FY 1997 Actual | FY 1998 Actual | FY 1999 Estimate/Actual | FY 2000 | FY 2001 |
| Output: | | | | | |
| Booked rooms from meeting leads | 6,244 | 8,865 | 10,200 / 55,978 | 61,576 | 67,733 |
| Sales receipts from the Hospitality Industry (in millions) ^{1,3} | \$20.0 | \$21.0 | \$22.0 / NA | \$23.0 | \$24.0 |
| Meetings attracted | 44 | 62 | 56 / 56 | 62 | 68 |
| Referrals from the Visitors' Center ² | 3,800 | 28,849 | 20,000 / 28,020 | 32,200 | 35,000 |
| Visitors to Visitors' Center | 2,367 | 52,469 | 65,000 / 56,002 | 60,000 | 64,000 |
| Efficiency: | | | | | |
| Cost per visitor to Visitors' Center | NA | \$1.13 | \$0.77 / \$1.00 | \$0.85 | \$1.36 |
| Service Quality: | | | | | |
| Percent of requests responded to for Hospitality Industry Standards | 100% | 100% | 100% / 100% | 100% | 100% |
| Outcome: | | | | | |
| Percent change in room nights and meeting leads | 5% | 50% | 15% / 10% | 10% | 10% |
| Percent change in Hospitality Industry receipts ³ | 9.9% | NA / 5.0% | 4.8% / NA | 4.5% | 4.5% |
| Percent change in business meetings and conferences | 83% | 0% / 41% | 19% / 10% | 10% | 10% |
| Percent change in Visitors' Center referrals | (86%) | 295% / 659% | (31%) / 7% | 59% | 7% |

¹ Source: U.S. Travel Data Service and Virginia Department of Economic Development.

² Funding for the Fairfax County Visitors Center was eliminated in the FY 1997 Adopted Budget Plan; however, funding was restored and the Center became operational in March 1997.

³ FY 1999 actual data is not available from the VA Tourism Corporation as of May 3, 2000.